

ABSTRACT

In accordance with the teachings described herein, systems and methods are provided for managing memory on a mobile device. A maximum amount of available data storage memory may be allocated for storing data for each of a plurality of software applications loaded on the
5 mobile device. If additional memory is needed for an executing software application, then one of the plurality of software applications may be selected for memory clean-up. Data may then be deleted from the data storage memory allocated to the selected software application in accordance with a pre-established memory retention policy for the selected software application.